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Regenerative Development™
by Regenesi s Group, Inc.
An entry to the Green Dot Awards™

Founded in 1995, Regenesi s Group is a coalition of experienced design, land-use planning, business, and development professionals. Regenesi s brings years of experience in Permaculture design and education, integrative design and green building, organization development, and process design and management. The firm works with owners, developers and design professionals, communities, government and land stewardship agencies, and educational institutions in the United States, Mexico, and South America.

Amidst the current widespread shift toward green values and practices, those that build are seeking to transform their impact as determiners of environmental health. This is no simple task. New technologies, tools, metrics, and guidelines combine to form a seemingly endless list of considerations that often leaves a project stretched thin. Those that succeed at delivering their project on time and on budget are rewarded not only with success, but also with the knowledge that they have truly "done their part" to reduce their footprint. However, even on those projects that reach or surpass their higher efficiency goals, virtually all of the larger environmental issues surrounding soil, water, and habitat degradation remain unaddressed. In short, going green is not only a stretch—it is also simply not enough.

The Regenesi s approach is rooted in the core premise that human development, rather than seeking to 'do less damage,' can and should become a life-giving contributor to the natural environment. This premise is nothing new: human partnership with nature is a hallmark of pre-industrial indigenous cultures. However, with the sheer magnitude of human infrastructure being developed on the planet today, simply endorsing indigenous practices and beliefs is not enough to create the fundamental shift needed to achieve this condition. Developers must be given access to a clear, understandable, cost-effective *process* for creating such a product. This process, developed by and implemented under the guidance of Regenesi s, is known as Regenerative Development™.

The difference comes from a powerful shift in context. Traditional projects are optimized toward standards created by the development industry—an industry

that has increasingly operated in isolation from ecological principles. These projects, while achieving goals related to cost and aesthetics, effectively degrade the natural system by “paving over” its infrastructure, consuming its resources, and emitting waste as a pollutant. While green practices succeed at increasing efficiency, Regenerative Development™ offers something profoundly different from the outset. We begin the design process by creating a deep understanding of the unique interweaving of natural processes—including the processes of ecology, climate, geology, and human culture—that make up the one-of-a-kind identity of each individual place. This understanding, when translated to an interdisciplinary design team, serves as the basis for creating customized design solutions that work coherently *with* nature. The result is a project that partners people and their place to the benefit of both.

The Regenerative Development™ process weaves together input from all members of the design team, project managers, client organizations, and community stakeholders to create integrated solutions that benefit all. The result is:

Cost-effective: A streamlined process combined with sophisticated utilization of resources and technologies results in cost benefits both during development and throughout the life of the project.

Holistic: Goes beyond the building envelope to create energy, wastewater, landscaping and social solutions that integrate beautifully and productively with the natural system and surrounding communities.

Inspiring: Enables clients to envision and manifest their project’s unique, value-adding role in the larger cultural, economic, and ecological systems that they inhabit.

The process of Regenerative Development™ follows three distinct but overlapping phases.

- **Understanding:** Understanding the land and the place, and translating that understanding into a master plan and stakeholder partnership strategy.
- **Integrating:** Building the team and the thinking and integrative design process capability required to create and construct designs that integrate the project into the living systems of place.
- **Sustaining:** Embedding the capacity (understanding, resource materials, organizational structures) to manage the land and the built environment toward increasing health, resilience and value through time